

Core Visual Style

# Fonts

We build content with strong fonts: Avenir and Open Sans. For newsletters however we rely on Helvetica/Arial to ensure all our subscribers get the same experience.

Here you can see what font to use for which purposes.

## Helvetica / Arial

For main titles / H1

ARIAL

Announcement title

## Helvetica / Arial

H2 Title

## Helvetica / Arial

H3 and beyond Title

Arial - Ook zin in het festival seizoen? Wij hebben even de beste festivals op een rij gezet voor de zomermaanden.

Content text

→ Arial  
Link text

→ **Arial bold**

Button text

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# TYPOGRAPHY

The type scale is based on the Minor Third traditional scale, with a base font of 16px.  
You can find the Modular Scale at: <http://www.modularscale.com/>

Ratio 1,2

headline 1 The quick brown fox jumps the lazy dog

1.62 (25.92px)

H2 The quick brown fox jumps over the lazy dog

1.125 (20px)

H3 The quick brown fox jumps over the lazy dog

0.9375 (16px)

Body: The quick brown fox jumps over the lazy dog

0.8125 (14px)

## h1 The quick brown fox jumps over the lazy dog

Morbi vitae enim in leo pulvinar condimentum. Nullam ligula ante, tincidunt sed arcu id, varius rhoncus justo. Morbi lobortis varius rhoncus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin venenatis ex in luctus egestas. Curabitur sed placerat mauris. Nam mattis, nulla quis accumsan feugiat, neque sem gravida nibh, in varius sem nulla in est. Ut gravida erat rhoncus, convallis enim ut, lacinia ex.

### The quick brown fox jumps over the lazy dog

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## h1 The quick brown fox jumps over the lazy dog

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# LOGO

Our logo pops up as a marker of quality and recognition. Make sure there aren't too many logo's near each other, but make it clear who it is that this email belongs too.

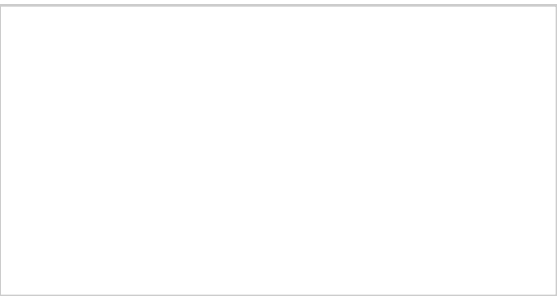


Styles

# COLORS

Color brings a design to life. Color is versatile; it’s used to express emotion and tone, as well as place emphasis and create associations. Color should always be used in meaningful and intentional ways in order to create patterns and visual cues.

## Primary colors



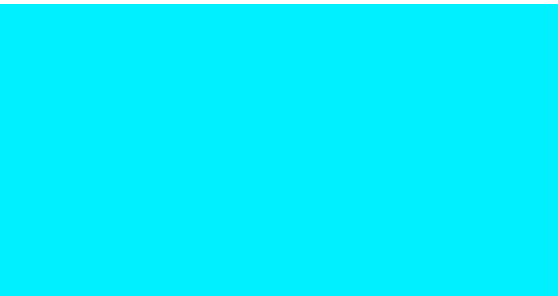
#FFFFFF  
\$color-white



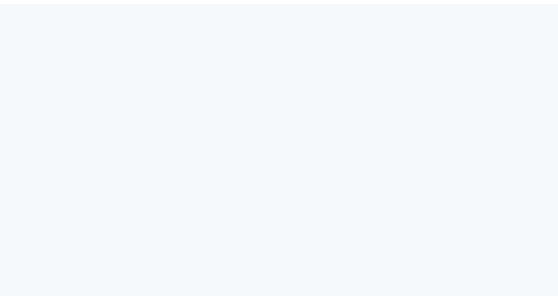
#FFEC00  
\$color-StagerYellow



#311B50  
\$color-StagerAubergine



#00F0FF  
\$color-StagerBlue



#F6F9FC  
\$color-StagerGrey